

PRESSEMITTEILUNG

Bavaria Film Interactive produces Quality – Made in Germany

Munich/Geiseltal, 30 January 2012. Commissioned by the neues handeln agency, Bavaria Film Interactive produced the image film “Quality – Made in Germany” for the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV). Moreover, eight language versions of this image film on German product quality were made for international trade fair displays.

The 10-minute film, produced at 18 different shooting locations throughout Germany, focuses on the performance and qualities of the products that set the German agriculture and food industry as well as the agricultural technology industry apart. The aim of the film is to further promote the exportation of German goods and represent the individual sectors such as seed and young plants, agricultural technology, meat and meat products, as well as beer and wine.

Besides the German version, the film is also dubbed into the seven major export languages of English, French, Spanish, Russian, Arabic, Mandarin and Japanese for use at international fairs and its content adapted for use in different cultural circles. In addition the finished film is also available to every German embassy.

“The objective of producing a film for and about Germany to be shown worldwide was a special incentive for us in this production”, says company director Lars Reckmann.



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A short version of “Quality – Made in Germany” to illustrate the different language and culture versions can be seen at <http://www.bavaria-film-interactive.de/en/videos/corporate-videos.html>.

Bavaria Film Interactive is a film production agency. It produces corporate films and designs their impact. This is what it has been doing for over 15 years: successful corporate communication with a claim to sustainability and with comprehensive knowledge of how companies work.

PRESS CONTACT
BAVARIA FILM INTERACTIVE
Helene Römer
Tel. 089.6499-3860
helene.roemer@bavaria-film.de

PRESS & COMMUNICATION
BAVARIA FILM
Tel. 089.6499-3900
presse@bavaria-film.de